
Reach Them Where They Are: Digital Campaign Lessons

EITC Funders Network

Pilot to Inform Young Adults about the Expanded EITC

June 30, 2022

AUDIENCE-CENTRIC APPROACH

Simple Goal

Drive low-income, young Black & brown workers to GYR.org – that's it.

Familiar TOC

Center authentic messengers who speak or connect to our audience lived experiences.

Unique Partners

Invested in social influencers w/ built-in reach to our audience as content developers & distributors.

Creative Trust

Provided three simple messages (it's your \$, you earned it, get paid) & let influencers run with it.

Digital Insurance

Used digital ads to test the best ways to amplify influencer content & fill potential gaps w/ our audience.

Top-level result: in 5 weeks, we generated over 141k GYR.org homepage views

Campaign by the numbers (Mar 17 - Apr 22)

Social influencer partnerships	9 influencers (7 TikTok; 2 Insta)
Total social engagements [from social influencers only]	307,164 (includes likes, comments & shares)
Total social views [from social influencers only]	2.7M individuals reached
Paid ad campaign [6 sets of ad creative]	1.3M individuals reached
Total traffic to GYR.org [from social influencers + ads]	141,484 homepage views
Total est. refunds generated [from social influencers + ads]	\$624k+ est. total*

Top performing influencers



dukelovestaxes Tax Professional (EA) 🇺🇸 · 4-9

NEWER \$1,500 tax credit. It's only approved for this year don't miss out #getyourrefund

🔊 original sound - Tax Professional (EA) 🇺🇸



180.5K



2685



28K

Influencer

[Duke Loves Taxes](#) | [Video 1](#) | [Video 2](#)

Content Focus

Taxes & Finance

TikTok Followers

3.3M

Total TikTok Views

1.9M

GYR.org Views

56.7K

Estimated Refunds

\$512K

Audience Sentiment

Positive, Questions related to already filing, Wish they had known sooner

Insights

Huge following paid off
Presumably a high level of audience trust
Original hypothesis was that an audience opted-in to tax advice might not quality/already know, but audience had huge engagement

Top performing influencers, ctd.



clarissarankin ClarissaRankin · 3-18

Go to the link in bio to see if you qualify and GET PAID! #getyourrefund #getpaid #getyourmoney @Young Invincibles

🎵 original sound - ClarissaRankin



15.7K



143



1918

Influencer

[Clarissa Rankin](#) | [Video](#)

Content Focus

Trucking, Lifestyle, Comedy

TikTok Followers

1.6M

Total TikTok Views

126K

GYR.org Views

2.6K

Estimated Refunds

\$12.7K

Audience Sentiment

Positive, Appreciative

Insights

Clarissa is funny and engaging, making a topic like taxes more fun to discuss
She checked all of the boxes in terms of her work focus, personality and follower size

Top performing influencers, ctd.

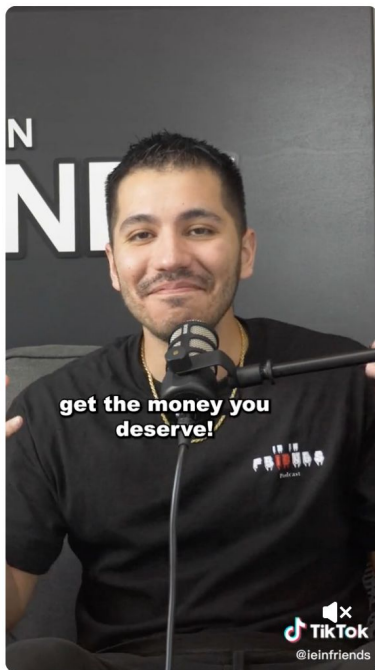


ieinfriends I.E In Friends · 3-30

#ad Don't sleep on a check, hit the link in our bio! 🙏🙏🙏 #ad

#getyourrefund #getpaid #getyourmoney #ieinfriends

🎵 original sound - I.E In Friends



3919



59



83

Influencer

[ie in Friends](#) | [Video](#)

Content Focus

Comedy, Lifestyle, Podcasting

TikTok Followers

540K

Total TikTok Views

43.4K

GYR.org Views

1K

Estimated Refunds

\$7.6K

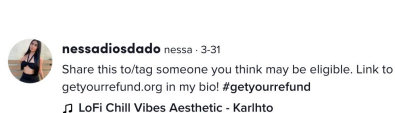
Audience Sentiment

Positive, Appreciative

Insights

Another example of funny, engaging content
This group was passionate about the message and
even mentioned on their podcast in 2 separate
episodes

Other influencers partners



Influencer	Nessa Diosdado	Joshua Erabu Video	Kezia Williams Video
Total Post Views	180.9K	46.4K	97.2K
GYR.org Views	552	451	314
Insights	Great explainer video for Latinx audience	Good explainer video	Audience trusts Kezia for financial tips/advice. Message around passing this incentive along was strong

Other influencers, ctd.

thej.one.8 June 8 · 3:31
 See if you qualify for the Earned Income Tax Credit Refund! LINK IN BIO.
 @Young Invincibles 🥰🥰 #getyourrefund #dad #son #money #fyp
 🎵 original sound - j.one.8



19.7K
 119
 165

b.little Bria · 4-3
 Link to GetYourRefund.org in my bio! 🐝 #taxseason #instacart
 #instacartshopper #instacartdelivery #shipt #doordash #freebie
 #getyourrefund #eitc @younginvincibles
 🎵 original sound - Bria. ♪



2904
 61
 110



53,008 views
 MARCH 16
 Add a comment... Post

Influencer	thej.one.8 Video	B Little Video 1 Video 2	Sherri Saum Video
Total Post Views	160.6K	27.9K	53K
GYR.org Views	237	143	119
Insights	Good reach, engaging/funny content	Video directed towards her Instacart audience worked the best	Viewers most likely passed along/shared info since Sherri is seen as Mom figure to her audience

Top performing ad creative

Clarissa the top performing ad for the duration of the ad campaign.

- Lowest Cost Per Click (\$0.22)
- Highest engagement rate (0.15%)



YI Young Invincibles
Sponsored · 🌐

Young adults 19-24: The govt could owe you \$1500! Go to GetYourRefund.org/en/eln15 to check eligibility.

getyourrefund.org
Find out if the govt owes you extra cash! [Learn more](#)

👍❤️👍 467 44 Comments 202 Shares

👍 Like 💬 Comment ➦ Share

Top performing ad creative

Josh was the second best performer. He was rotated out early so we could test other influencer content.

- Second best Cost Per Click (\$0.23)
- Second highest engagement rate (0.11%)



YI Young Invincibles
Sponsored · 🌐

"Does the government owe you \$1,500?"

Find out by going to GetYourRefund.org/en/efn15 and follow the steps - it's free, easy and legit. To be eligible, you must've been 19-24 last year, made less than \$21,000, and claim zero dependents.

This extra cash is only available until APRIL 18. DO NOT delay, go to GetYourRefund.org/en/efn15 and get what you're owed!"

If you're between 19 & 24 years old...

GETYOURREFUND.ORG
Get the \$1,500 you're owed! [LEARN MORE](#)
Tax Deadline: April 18

Who saw our ads?

Age	Top 5 States	Bottom 5 States
18-24 82.16% (1,123,331)	Texas (10.71%)	Montana (0.06%)
25-34 17.84% (243,968)	California (6.72%)	Vermont (0.09%)
	New York (6.07%)	Wyoming (0.11%)
	Florida (6.03%)	N. Dakota (0.15%)
	Georgia (4.78%)	New Hamp. (0.15%)

How do these results compare to other ad campaigns?

	EITC	M+R Nonprofit Benchmarks
Cost per click (CPC) - Social <i>(lower is better)</i>	\$0.28	\$2.12
Cost per 1,000 impressions (CPM) - Social <i>(lower is better)</i>	\$9.20	\$14.15
Return on ad spend (ROAS) - Social <i>(higher is better)</i>	\$1.83	\$1.05

Final advice for reaching the “hard to reach”

Just do it.

Today’s hard to reach is tomorrow’s power.

Make it about them.

If it’s about us, we lose.

Innovate beyond capacity-building.

The field both benefits & increases its impact.

“Yes, and” rapid response.

Lots of promise for awareness, advocacy & narrative efforts.

More Questions?

Contact leslie@1235strategies.com

See 1235strategies.com/eitc for the case study